

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV5/12 15.22  
\$\$\$ MOD# 5: UNAPPROVED REV #3 \$\$\$ \* \* \* CHANGES \*\* \* \* \* WFTV-TV \* \* \*  
REP HEADLINE# 6144824 TRF# 312011  
PROGRAM : GMA  
ORD COM1: NO RUN DUE TO SPORTS RUN OVER, WE CAN OFFER  
THIS IS A MAKE-GOOD FOR NOV3 ON LINE-52 FOR 1 SPOT/WK

ADV # \_\_\_\_\_ ADV. NAME ISS/DCCC  
AGY # 3748 AGY. NAME GREAT AMERICAN MEDIA  
FLIGHT DATES OCT30/12 NOV6/12 WK-2  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_  
REP: TO LENA  
FR JULIE  
OK'D M14  
PLS CFM, THX 11/5

ORDER # \_\_\_\_\_ CONTRACT # 6144824  
PRDCT DCCC EST# 1192 COMMENTS: (LINE, ORDER, INVOICE)  
CLASS: NATL. LOCAL REGIONAL  
SALES PRSN WA- JOE KNAUER

BUYER NAME KATIE KEULEMAN  
SALES PRSN WA- JOE KNAUER  
DATE NOV5/12 15.22  
CO-OP BILLING NEEDED \_\_\_\_\_

STA:  
CON CM \* \* \* \* THIS IS A CASH IN ADVANCE SCHEDULE \* \* \* \*  
REP: TO LENA  
FR JULIE  
OK'D M14  
PLS CFM, THX 11/5

LINE# : REP : CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTL:  
: LINE# : : : : : : : : : : : : : : : : : :  
AGENCY ADVERTISER CODE = AGENCY EST# = 1192  
AGENCY PRODUCT CODE =  
PROGRAM : ABC COLLEGE FOOTBALL

52	S	330P-700P	30	\$3,750.00	11/3	11/3	SAT	0	0
73	A	700A-900A	30	\$2,600.00	11/6	11/6	TUE	1	1

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 \$\$\$ MOD# 5: UNAPPROVED REV #3 \$\$\$ \*\*CHANGES\*\* \*\*\* WFTV-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	:SPTS:	WEEK	DAYs	:TOTL:
LINE#:	:	:	:	:	:	:	:	DATE	DATE	:/WK:	INVT	:	:SPTS:
	74	A	1200N-100P		30		\$1,150.00	11/6	11/6		1	TUE	1
PROGRAM :	NEWS												
ORD COM1:	NO RUN DUE TO SPORTS RUN OVER, WE CAN OFFER												
PART OF A	MAKEGOOD MADE UP OF LINES 73-74												
STATION	MAKEGOOD OFFERS: MISSED: SAT/330P-700P NOV3												
ML4	OK'D BUY#52 OFFER: TUE/700A-900A NOV6												
	& TUE/1200N-100P NOV6												
	CMT: NO RUN DUE TO SPORTS RUN OVER, WE CAN OFFER												
NOV/12	CONTRACT TOTAL 158375.00												
	TOTAL SPOTS 117												

MARKET	TOTALS	\$880,661	WFTV	34%	WKMG	21%	WESH	28%	WOFL	12%	WKCF	1%	WRBW	2%	CABL	0%
WOPX	0%	WRDQ	2%	EFTV	0%											
SVC- NSI																
DEMOs- RA35+*																
MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME								
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*	-MULTIPLE							